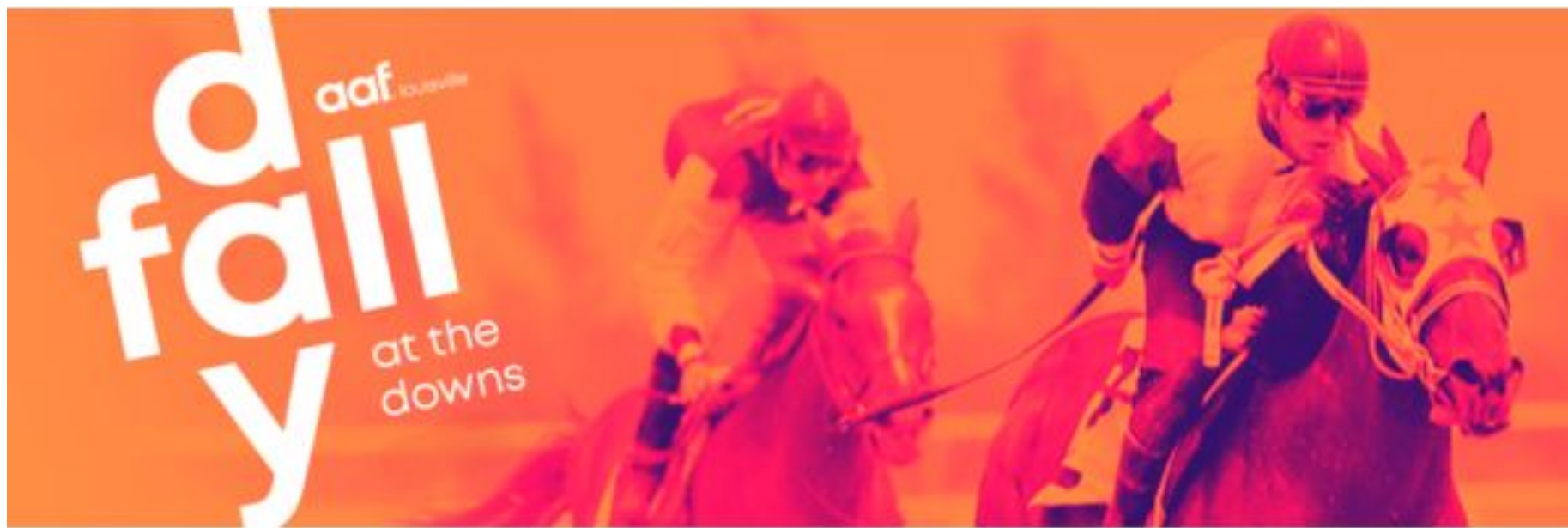




SPONSORSHIP OPPORTUNITIES

Presented by:

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fall day at the downs

Kick-off fall with your favorite
Louisville Ad Industry
professionals on the first
Wednesday of the Fall Meet at
the iconic Churchill Downs.



the details

DATE: Thursday, November 5, 2026

TIME: 12 PM – 5 PM

LOCATION: Churchill Downs

PROJECTED ATTENDANCE: 200+

AUDIENCE: Marketing
professionals, Ad/PR agencies,
media companies, C-suite
executives

SO MANY BENEFITS

presenting sponsor

value: \$5,950

High Impact Opportunities

- Opportunity to provide branded VIP suite
- Onsite engagement opportunities exclusive to VIP suite
- Provide Digital Photo booth with company branding on images

Access

- Recognition as sponsor of a race, including the opportunity to take up to eight (8) guests into the paddock prior to sponsored race, and to watch the race from the Winners' Circle
- Eight (8) complimentary tickets
- List of attendees* provided before and after the event, upon request (**limited to names shared during registration*)

Branding Opportunities

- Logo prominently featured on all promotional materials/website (including ticket packets, emails, social media, and other communications)
- Logo prominently featured on event signage, provided by AAF-Louisville
- Logo prominently featured on the "Win for Losin" raffle



MAKE A LASTING IMPRESSION

gold sponsor

value: \$4,550

High Impact Opportunities

- Onsite engagement opportunities
- Opportunity provide a promotional item for each guest

Access

- Eight (8) complimentary tickets
- List of attendees* provided before and after the event, upon request (**limited to names shared during registration*)

Branding Opportunities

- Logo on ticket packets, promotional emails, and website
- Logo on signage at the event
- Opportunity to provide a raffle prize to be featured on the "Win for Losin" raffle information placed at each guest table



REACH NEW PARTNERS

silver sponsor

value: \$2,550

High Impact Opportunities

- Opportunity to set-up 6ft table with company signage
- Opportunity to provide promotional items to each guest

Access

- Complimentary reserved table for eight (8)
- List of attendees* provided before and after the event, upon request (**limited to names shared during registration*)

Branding Opportunities

- Logo on ticket packets, promotional emails, and website
- Logo on signage at the event
- Opportunity to provide a raffle prize to be featured on the "Win for Losin" raffle information placed at each guest table



ELEVATE YOUR BRAND

event sponsor

value: \$950

Access

- Two (2) complimentary tickets

Branding Opportunities

- Logo on digital promotions including emails, social posts and AAF-Louisville website.
- Logo on ticket packet and event information.
- Opportunity to provide a raffle prize to be featured on the "Win for Losin" raffle information placed at each guest table



THE OPPORTUNITIES ARE YOURS

aaf® louisville

choose the benefits that work for you:

- Onsite engagement opportunities
- Opportunity to provide a promotional item for each guest
- Opportunity to conduct a raffle and collect business cards
- Recognition as sponsor of a race, including the opportunity to take up to eight (8) guests into the paddock prior to sponsored race, and to watch the race from the Winners' Circle
- Complimentary event tickets
- List of attendees provided before and after the event, upon request
- Logo prominently featured on all promotional materials/website (including ticket packets, emails, social media, and other pre/post event vehicles)
- Logo prominently featured on signage at the event
- Logo prominently featured on the "Win for Losin" raffle information placed at each guest table

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federation
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